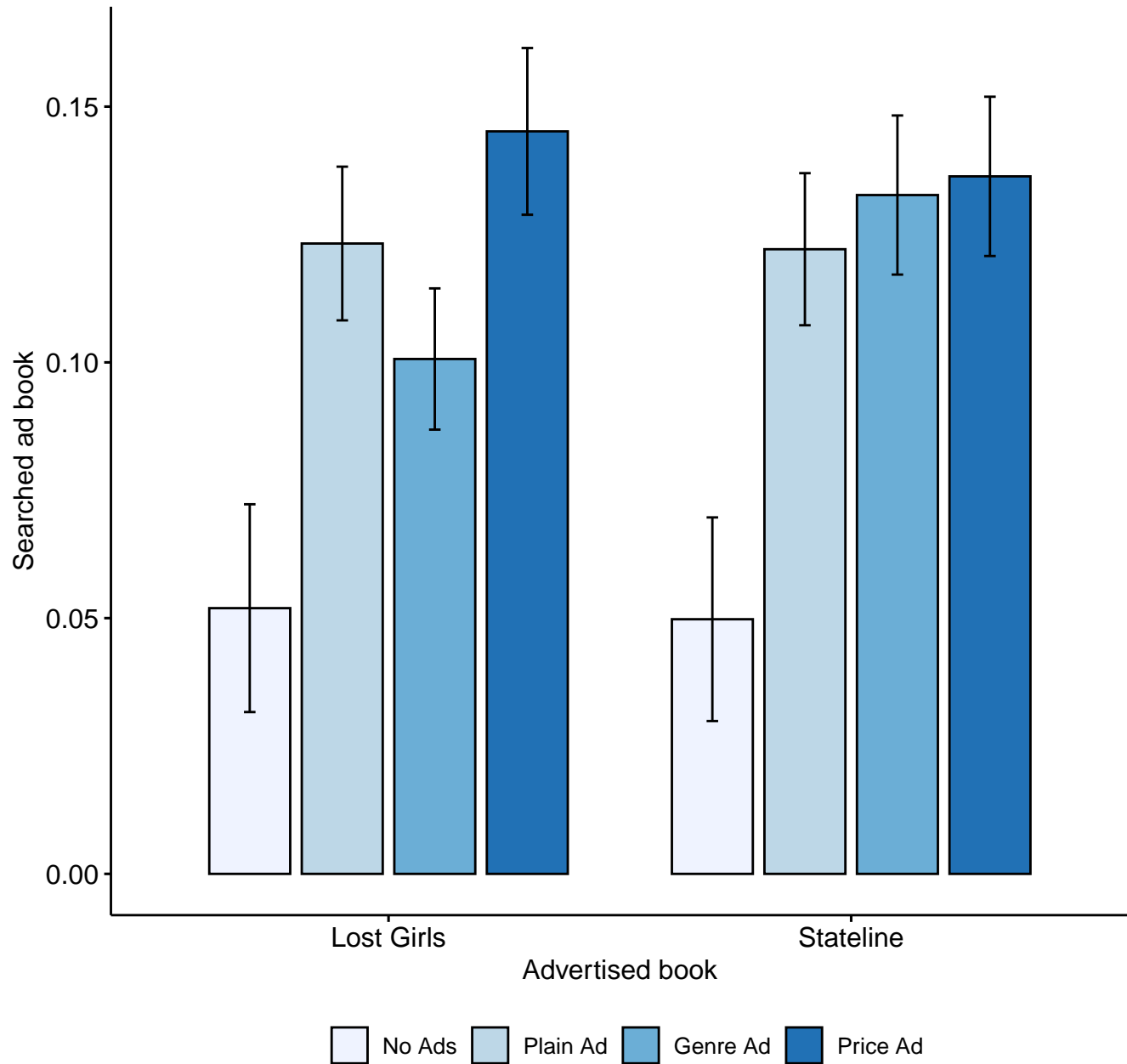
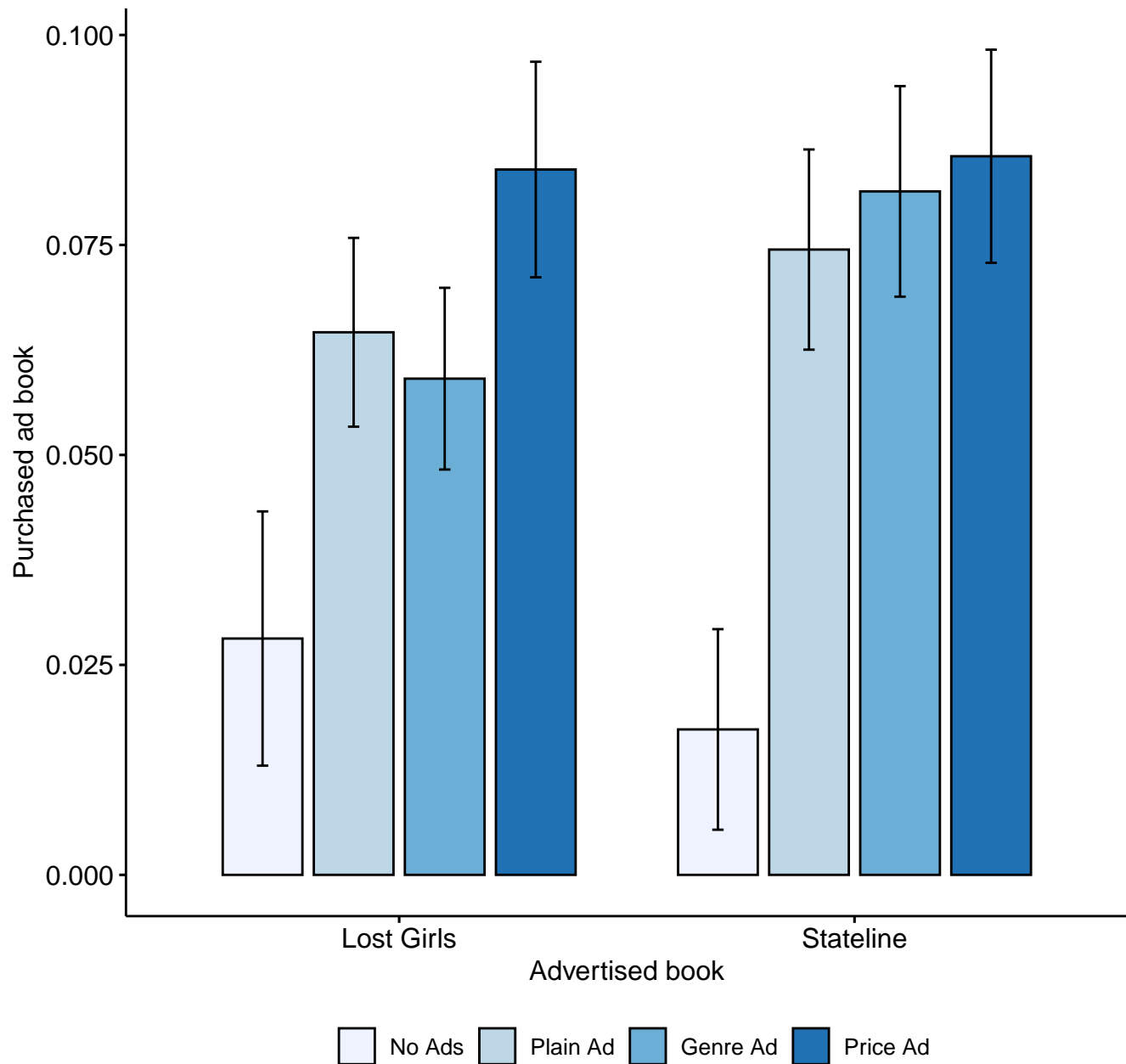


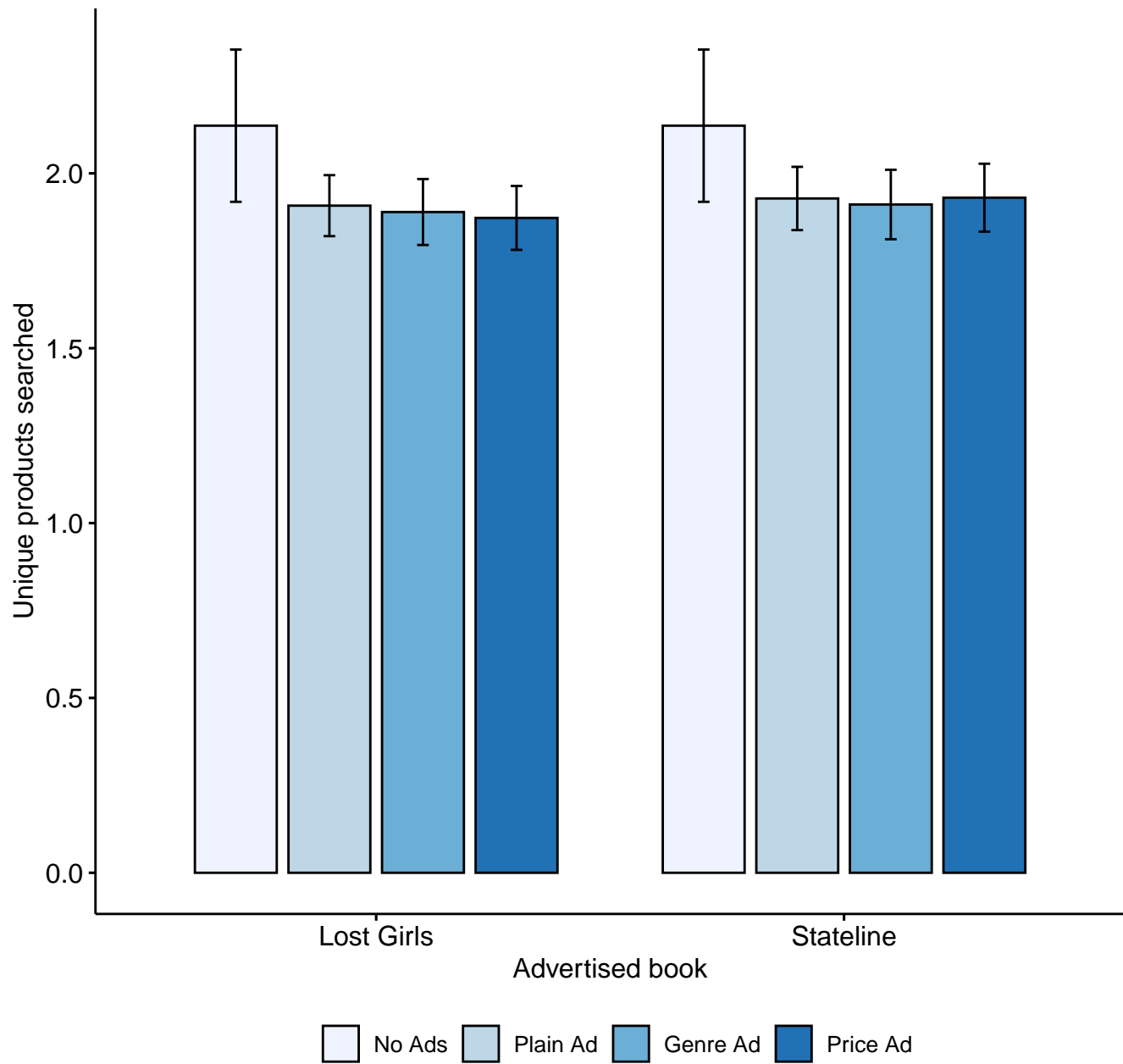
Search rate of the advertised book



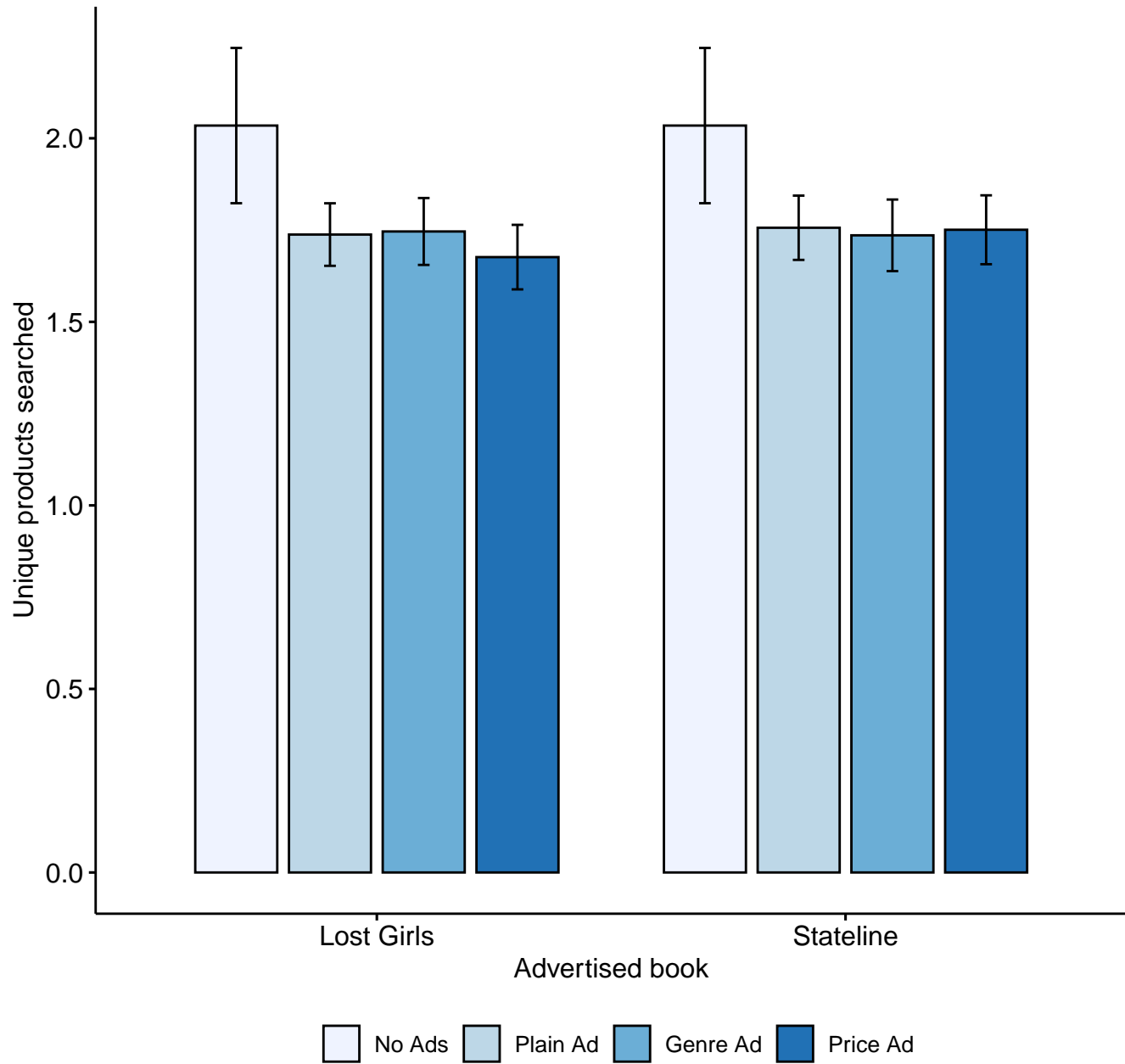
Purchase rate of the advertised book



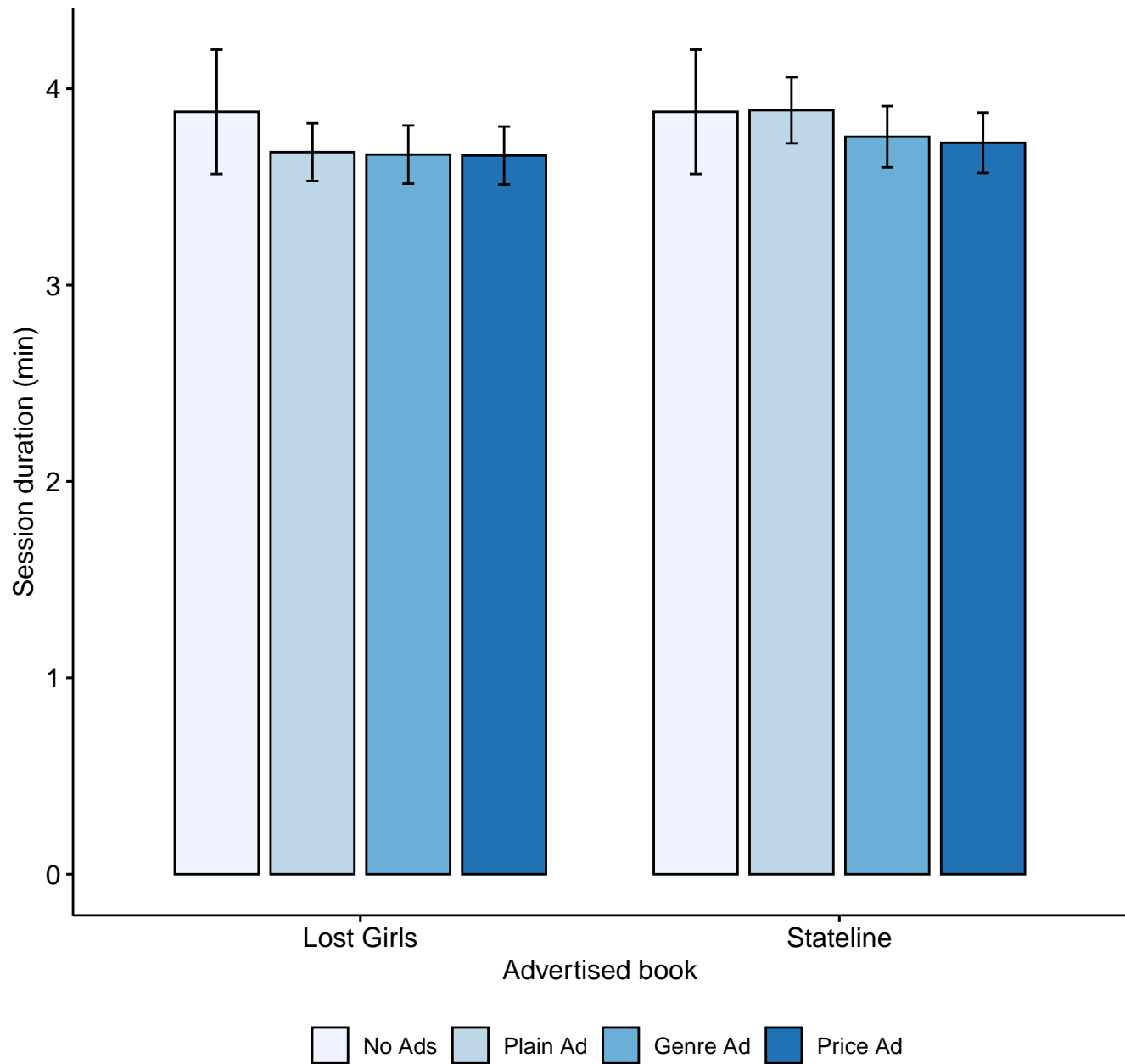
Num. products searched (all)



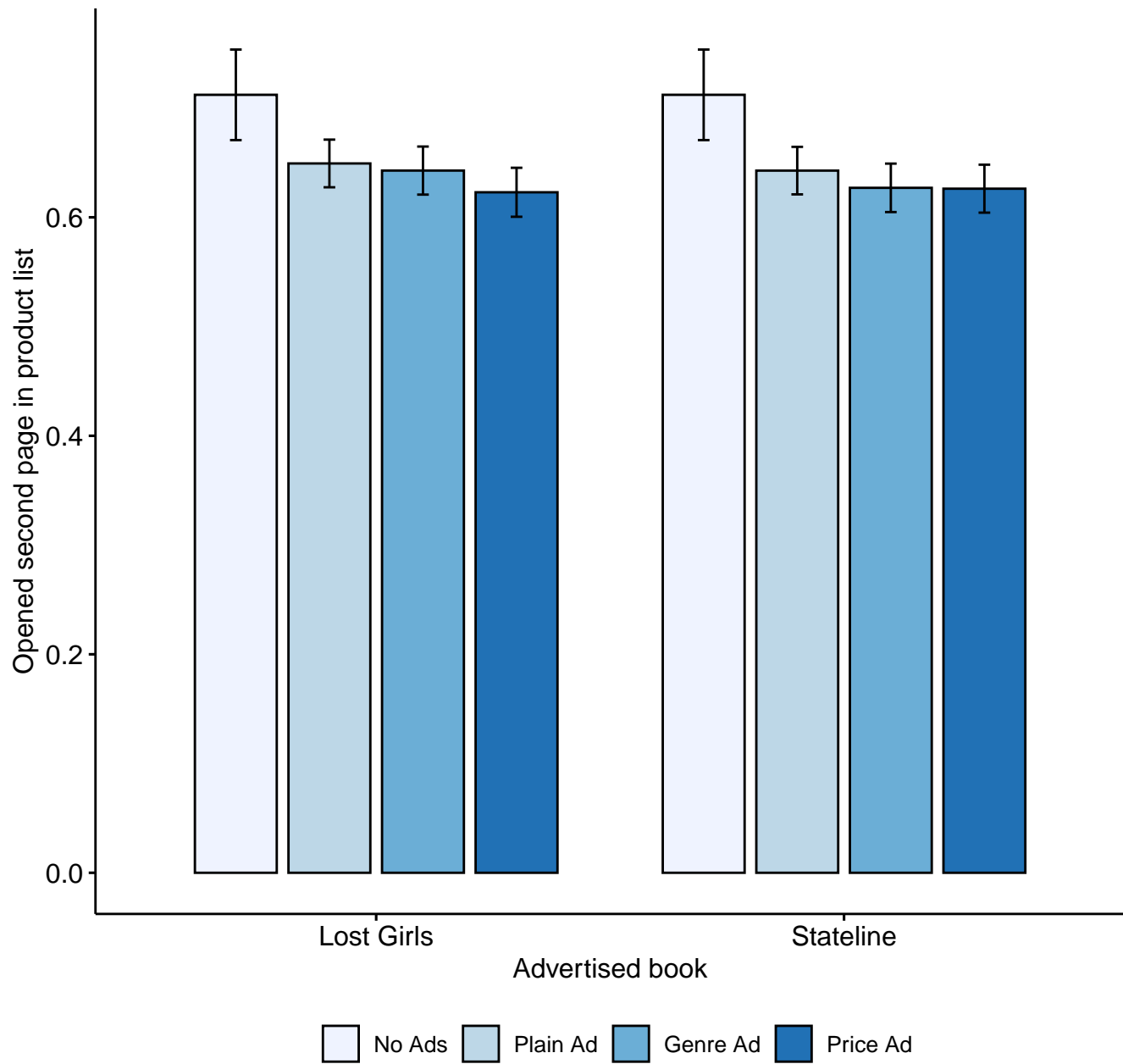
Num. products searched (non-advertised)



Session duration in minutes



Prob. opened second page



Kept book after study

